The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 19

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# Broadcasting Jun 19

Vol. 116 No. 25


## Almost there...

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## High-Definition TV

## Direct Broadcast Satellites

## Home Satellite

## Indecency

## BY THE NUMBERS

Summary of broadcasting and cable

| BROADCASTING | | | |
|---|---|---|---|
| SERVICE | ON AIR | CP's[1] | TOTAL[2] |
| Commercial AM | 4,950 | 262 | 5,212 |
| Commercial FM | 4,192 | 709 | 4,901 |
| Educational FM | 1,390 | 258 | 1,648 |
| ■ Total Radio | 10,532 | 1,229 | 11,761 |
| FM translators | 1,722 | 360 | 2,082 |
| Commercial VHF TV | 547 | 25 | 572 |
| Commercial UHF TV | 523 | 218 | 741 |
| Educational VHF TV | 121 | 6 | 127 |
| Educational UHF TV | 218 | 27 | 245 |
| ■ Total TV | 1,409 | 276 | 1,685 |
| VHF LPTV | 300 | 205 | 505 |
| UHF LPTV | 324 | 1,508 | 1,832 |
| ■ Total LPTV | 624 | 1,713 | 2,337 |
| VHF translators | 2,722 | 121 | 2,843 |
| UHF translators | 2,133 | 443 | 2,576 |

| CABLE† | |
|---|---|
| Total subscribers | 49,538,000 |
| Homes passed | 73,900,000 |
| Total systems | 8,000 |
| Household penetration† | 54.8% |
| Pay cable penetration | 32% |

[1] Includes all applications. † Penetration percentages are of TV households. Source: [illegible]

# Open Mike

## Programing is the answer

EDITOR: Ted Snider's "Monday Memo" of May 22 missed the point of AM's problems. Placing the blame for AM's decline on the FCC or the proliferation of AM stations is just plain silly. Those of us who have followed the history of the industry recognize that there has been no significant increase in interference levels since the early 1960's when the commission enacted the strict "go, no-go" rules; yet throughout the 1960's and '70's FM failed to dominate.

But by the late '70's, most new autos were factory-equipped with AM/FM radios. That, combined with separate FM programing mandated by the FCC, brought new and innovative programing to the younger audience. FM at that point gained the younger listeners—not because of higher fidelity, stereo, or less interference, but as a result of responsive programing.

It is interesting to note that while FM now commands the lion's share of the audience, the advertising dollars are still substantially flowing to the AM stations, which is a clear indication of which medium produces results. AM radio, with the help of the FCC, will clear up its technical problems, but response to the needs of the communities they serve via innovative programing is the real key to the future of AM radio.—*Herbert P. Michels, president, WKMB(AM) Stirling, N.J.*

## A better mousetrap

EDITOR: Your "Detour" editorial of May 29 really missed the essence of TCI's advanced television (ATV) strategy.

The deployment of a system such as Faroudja's SuperNTSC is not a detour but a preemptive blocking move against any foreign-developed noncompatible system while maintaining our strategic objectives to develop the most technically advanced ATV system for the 21st century.

We have consistently called for the development of a top priority national strategic plan to develop and deploy a fully digital 6 mhz ATV transmission and display system by the year 2000. The broadcaster must be assured (either by regulation or legislation) of the spectrum availability for the simulcasting of such a transmission system from existing allocated spectrum.

This is a leapfrog strategy. The United States will utilize its current strengths in microelectronics (VSLI), computer, microprocessor and video compression technologies to achieve its ATV objectives. This plan would also offer America an opportunity to regain its global competitiveness in electronic technology.

We want the most robust and competitive ATV technology available for the 21st century. I believe just getting high resolution, digital sound and a wider screen are not sufficient to sell the next-generation ATV system to the American public. Rather, I envision an ATV system with much interactivity, integration of additional database information and other new applications not available to currently planned HDTV systems. Our national ATV development is the exact reverse of the smokestack industry syndrome that plagued this country's manufacturing sector after the Second World War. Both Japan and Europe have embarked on an analog-based HDTV system within the last decade which may not be competitive or marketable for the 21st century, particularly if we can quickly deploy an EDTV system that can provide 35mm resolution, digital sound and an immediate programing availability of all the best in broadcast and cable programing universally throughout the country.—*John J. Sie, senior vice president, Telecommunications Inc., Denver.*


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tional effort" for FunTown, said Rick Busciglio, vice president, marketing. One of the things being developed is a FunTown club for children to join.

The programing block, Rosen believes, will "bring a lot of attention to the network," especially among children, a block the Family Channel hasn't concentrated on until now. The goal is to make the block a television home for children, patterned after the programing and merchandising success of Nickelodeon, said Rosen.

The two original programs will be *Something Else*, a live-action series with children's host Stan (The Man) Johnson and his canine co-host Rufus (The Dog). *Wowser* is a new animated show featuring a shaggy dog "who can't seem to stay out of hilarious trouble as he attempts to help his inventor master." Also, *Gerbert* is in its second year of original animated production.

The lineup includes the off-network series *Roger Ramjet*, *Batman*, *I'm Telling*, *The Littles*, *Little Clowns of Happytown*, *Getalong Gang*, *Pole Position* and *Starcom*. *Dinosaucers* and *Rainbow Brite* come from the syndication market while *Mapletown* once appeared on Nickelodeon. *Swiss Family Robinson* and *New Generation* are foreign productions that will have their U.S. premieres on the channel.

DIC also plans to produce about four specials per quarter for the Family Channel. The first will kick off the fall programing block, with several holiday specials also planned for the quarter. In the first quarter a "New Archies" movie is being planned. The specials are scheduled to be carried at 8 p.m. —MS

# New entries in syndication sweepstakes

Two more off-network programs have hit the syndication marketplace—MTM's *Remington Steele* and Warner Brothers' *The Hogan Family*. In addition, several new movie packages have also been made available.

*Remington Steele*, which aired on NBC for four seasons, has been on The Family Channel for the past year, but will come off that network when the show is available for airing by local broadcast stations in September.

MTM is offering the one-hour show for a 52-week licensing period (94 episodes, three runs each) for use either as a strip or on the weekends. The show is being offered for cash on a nonexclusive basis.

Warner's *Hogan Family* is also being offered for cash, with market exclusivity. The program is going into its fifth year on NBC next season.

Warner is making the program available for fall 1990, where it is being joined by six other new off-network comedies. Some two dozen new comedies are expected to be launched between 1988 and 1992 (BROADCASTING, May 29).

As an incentive (albeit a negative one) to get stations to launch *Hogan Family* in 1990, Warner says there will be a 10% penalty for stations picking the show up but delaying its airing until 1991. According to rep sources, that penalty is negotiable, depending on demand in local markets.

The *Hogan Family* is being offered under a three-year contract. The first 32 episodes star Valerie Harper, who was fired in a dispute over her contract with Lorimar and NBC. Harper subsequently won a breach of contract suit in Los Angeles.

Petry Television is encouraging stations to negotiate a longer contract to dilute whatever viewer confusion might occur as the result of the switch in stars (Sandy Duncan replaced Harper on the series). The ? Valerie Harper episodes could be used, in effect, as summer series within the series, under a longer contract, said Dick Kurlander, vice president, programing, Petry Television.

In the film package category, Turner Program Services has released the *Color Classic Network Four*, a barter colorized package of 24 films (two runs each). The split is 11 minutes of national time and 11 minutes local. The package is not offered on an exclusive basis because some of the titles (including "Crisis," "The Hill" and "Back to Bataan") are currently running on Turner's TNT or TBS networks. All of the films are available in January 1990.

Republic Pictures has come out with a seven-title package called *Color Movies Two* that is also being offered for barter (11½ national, 12½ local).

Titles include a colorized "It's a Wonderful Life," "The Fighting Seabees," and "Copacabana." The first film, "It's a Wonderful Life," will be available in December 1990, with subsequent releases scheduled through July 1992. —SM

# CBS pulls into second, NBC holds lead; NBC 11.1, CBS 10.8, ABC 9.6

| Nielsen | | Net | | Show |
|---|---|---|---|---|
| 1 | 19.2/32 | A | | Roseanne |
| 2 | 16.8/29 | N | | Cheers |
| 3 | 16.5/28 | C | | CBS Sunday Movie |
| 4 | 16.4/32 | N | | Empty Nest |
| 5 | 16.2/33 | N | | Golden Girls |
| 6 | 15.9/28 | N | | Dear John |
| 7 | 15.7/27 | A | | Wonder Years |
| 8 | 15.6/30 | C | | Murder, She Wrote |
| 9 | 15.6/28 | C | | NBA Finals, game 2 |
| 10 | 15.3/26 | N | | Day by Day, special |
| 11 | 15.0/33 | C | | 60 Minutes |
| 12 | 15.0/27 | N | | Cosby Show |
| 13 | 14.5/27 | A | | Who's the Boss? |
| 14 | 14.3/23 | A | | Have Faith |
| 15 | 14.2/27 | N | | L.A. Law |
| 16 | 14.0/25 | C | | NBA Finals, game 1 |
| 17 | 13.6/28 | N | | Hunter |
| 18 | 13.5/26 | N | | Unsolved Mysteries |
| 19 | 13.2/27 | A | | Full House |
| 20 | 13.1/26 | A | | 20/20 |
| 21 | 12.8/25 | A | | Growing Pains |
| 22 | 12.8/21 | N | | In the Heat of the Night |
| 23 | 12.8/23 | N | | Night Court |
| 24 | 12.6/23 | N | | Matlock |
| 25 | 12.4/22 | C | | Jake and the Fatman |
| 26 | 12.0/21 | A | | ABC Sunday Movie |
| 27 | 12.0/21 | N | | NBC Sunday Movie |
| 28 | 11.9/22 | A | | Head of the Class |
| 29 | 11.8/20 | C | | Newhart |
| 30 | 11.6/25 | N | | Amen |
| 31 | 11.5/24 | A | | Perfect Strangers |
| 32 | 11.5/20 | N | | Midnight Caller |
| 33 | 11.3/19 | C | | Designing Women |
| 34 | 11.3/21 | N | | ALF |
| 35 | 11.2/20 | N | | My Two Dads |
| 36 | 10.8/21 | A | | Mr. Belvedere |
| 37 | 10.8/20 | C | | Kate and Allie |
| 38 | 10.6/18 | C | | Murphy Brown |
| 39 | 10.5/20 | A | | Just the Ten of Us |
| 40 | 10.2/18 | A | | thirtysomething |
| 41 | 10.0/19 | C | | Wiseguy |
| 42 | 9.9/19 | A | | China Beach |
| 43 | 9.9/22 | N | | 227 |
| 44 | 9.6/17 | N | | Day by Day, special |
| 45 | 9.4/16 | N | | NBC Monday Movie |
| 46 | 8.9/15 | A | | ABC Monday Movie |
| 47 | 8.9/17 | C | | CBS News Special: China |
| 48 | 8.9/18 | F | | America's Most Wanted |
| 49 | 8.8/17 | C | | CBS Friday Movie |
| 50 | 8.7/16 | A | | MacGyver |
| 51 | 8.4/16 | N | | NBC Friday Movie |
| 52 | 8.2/15 | F | | Married...With Children |
| 53 | 7.7/14 | A | | Coach |
| 54 | 7.7/14 | F | | Fox Monday Movie |
| 55 | 7.5/14 | N | | Day by Day |
| 56 | 7.4/15 | C | | West 57th |
| 57 | 7.4/15 | N | | Highway to Heaven |
| 58 | 7.3/14 | N | | Family Ties |
| 59 | 7.1/15 | C | | CBS Saturday Movie |
| 60 | 7.0/12 | A | | Robert Guillaume Show |
| 61 | 6.7/12 | C | | Heartland |
| 62 | 6.7/13 | N | | Dream Street, special |
| 63 | 6.4/12 | C | | Live-In |
| 64 | 6.2/11 | A | | ABC Thursday Baseball |
| 65 | 6.2/12 | A | | North and South Book II, part 5 |
| 66 | 6.0/12 | C | | Beauty and the Beast |
| 67 | 5.8/13 | A | | Mission: Impossible |
| 68 | 5.7/10 | C | | Tour of Duty |
| 69 | 5.7/12 | F | | 21 Jump Street |
| 70 | 5.5/11 | A | | Flamingo Kid |
| 71 | 5.2/12 | F | | Cops |
| 72 | 5.2/11 | N | | Magical World of Disney |
| 73 | 4.9/11 | A | | Seaworld: Miracle Babies |
| 74 | 4.7/9 | C | | Hard Time on Planet Earth |
| 75 | 4.3/7 | F | | Garry Shandling's Show |
| 76 | 4.1/9 | F | | Reporters |
| 77 | 3.9/7 | F | | Duet |
| 78 | 3.9/7 | F | | Tracey Ullman Show |
| 79 | 3.3/6 | F | | Beyond Tomorrow |

## Syndication * Scorecard

(Week ending June 4)

| Rtg. | Show | Stns. | Covg. |
|---|---|---|---|
| 1 | 11.8 Wheel of Fortune, syn. | 228 | 98 |
| 2 | 10.2 Jeopardy | 205 | 96 |
| 3 | 9.2 Star Trek | 234 | 97 |
| 4 | 8.5 Cosby Show | 196 | 97 |
| 5 | 7.8 Wheel of Fortune, wknd. | 207 | 91 |
| 6 | 7.7 Magic, special | 182 | 92 |
| 7 | 7.7 Tri-Star Showcase | 120 | 90 |
| 8 | 6.1 Nat'l Geo. on Assignment | 140 | 92 |
| 9 | 6.0 Entertainment Tonight | 165 | 93 |
| 10 | 5.9 Current Affair | 146 | 90 |
| 11 | 5.6 Star Search | 149 | 95 |
| 12 | 5.4 Donahue | 222 | 98 |
| 13 | 5.3 Geraldo | 194 | 97 |
| 14 | 5.1 Mama's Family, syn. | 183 | 90 |
| 15 | 5.0 People's Court | 184 | 89 |

The following programs are included, but not ranked:

| | | |
|---|---|---|
| 8.3 World Wrestling Fed. | 239 | 97 |

* Nielsen syndicated weekly pocketpiece

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# Economic indicators

**Annual Veronis, Suhler study predicts TV and radio will grow at faster pace than cable over next five years**

Cable television will grow at a slower rate than the television and radio industries over the next five years, according to the annual *Communications Industry Forecast* released this week by Veronis, Suhler & Associates. In a prediction of expenditures to be made by advertisers and consumers on each of the three media over the next half-decade, VSA said that cable television's compound annual growth will drop from its current double-digit performance to 7.7% compounded annually through 1993.

While growth of cable subscriber revenue—the bulk of cable revenue—has come primarily from unit growth in the past, VS&A predicts that in the future about half of cable subscription growth will come from pricing. Pay cable growth will slow down to 2.9% compounded annually over the next five years, according to VS&A, because the relative returns of pay and basic to operators give system owners more of an incentive to promote and market basic services.

Cable advertising, amounting to $1.2 billion in 1988, is "still not material," according to VS&A president John Suhler. However, if cable system operators find ways to sell, distribute and market local cable advertising, the medium would become "a serious competitive alternative to radio and newspapers, particularly newspapers," he said. Cable advertising resembled radio and newspaper advertising more than local TV ads, he said, because it is a "volume, tonnage business in terms of selling to advertisers."

Network television advertising, which grew 6.2% compounded annually over the last half-decade, will grow at an annual compound rate of 6.9% over the next five years, according to the forecast. As the growth of home video, basic cable and pay cable slows down, Suhler said, the "buffeting factors" that have affected network TV growth over the past five years "have moderated." He added: "There is no better invention than network television for mass-market advertising." However, he pointed out, network TV growth would be slower than the 8.8% annual growth that VS&A is predicting for the communications industry overall.

Network radio has "dimmed prospects for growth" over the next five years, Suhler said. As radio has become a more targeted business, he said, the networks' need for "a certain commonality" was working against them. Pointing out a strength of the radio business in general, he said that radio advertising has been 10% of measured media spending "for as long as we've looked at measured media."

One reason he thought 1988 was a watershed year, Suhler said, was that measured media growth had come close to matching promotion growth for the first time in 10 years.

Contributing to the forecasts, Suhler said, was the lack of signs of an imminent recession, while indications of inflation are increasing. Measured media spending, he said, traditionally grows faster in inflationary times, while promotional and marketing spending grow in recessionary times.—GM

## Veronis, Suhler & Associates, five-year forecast

| | *1988 ($000,000)* | *1993 ($000,000)* | *Compound annual growth 1988-1993* |
|---|---|---|---|
| **Network TV advertising** | $9,395 | $13,100 | 6.9% |
| **Spot TV advertising** | $7,190 | $11,100 | 9.1% |
| **Local TV advertising** | $7,380 | $12,100 | 10.4% |
| **TOTAL TV ADVERTISING** | $23,965 | $36,300 | 8.7% |
| **Pay cable subscriptions** | $3,820 | $4,410 | 2.9% |
| **Basic cable subscriptions** | $6,500 | $9,800 | 5.2% |
| **National cable advertising** | $910 | $1,900 | 15.9% |
| **Local cable advertising** | $250 | $550 | 17.1% |
| **TOTAL CABLE TV SPENDING** | $11,480 | $16,660 | 7.7% |
| **TV network program buying** | $3,890 | $5,550 | 7.4% |
| **TV station program buying** | $1,660 | $2,560 | 9.1% |
| **Cable TV program buying** | $2,500 | $4,250 | 11.2% |
| **Barter syndication program buying** | $915 | $2,300 | 20.2% |
| **TOTAL PROGRAM EXPENDITURES** | $8,965 | $14,660 | 10.3% |
| **Network radio advertising** | $420 | $500 | 3.5% |
| **Spot radio advertising** | $1,425 | $2,150 | 8.6% |
| **Local radio advertising** | $5,900 | $9,250 | 9.4% |
| **TOTAL RADIO ADVERTISING** | $7,745 | $11,900 | 9.0% |

# TV advertising beating expectations, says Coen

Advertiser spending on television is, in general, better than previously expected, according to Robert M. Coen, senior vice president, director of forecasting, McCann-Erickson. Helped along by stronger-than-expected cable and syndication advertising, overall national TV budgets will be up by 5% in 1989, said Coen. While below an assumed nominal gross national product growth rate of 7.5%, the advertising increase for television is better than that for the prior post-Olympics year.

Local television increases, projected at 7% for 1989, are "disappointing," said Coen. Weakness in local advertising, which has also hurt newspapers, is caused by mergers and other "restructuring" of major retailers. Also a factor, he added, is that retailers in general "have tightened their ad outlays in order to preserve profit margins as consumer resistance to higher prices for many goods and services continues to be strong."

The McCann-Erickson senior vice president projected network radio to be up by 10% for 1989, and spot radio to be up by 9%. Examples of advertisers behind the unexpected upswing in national radio are major retailing chains and packaged goods advertisers, such as coffees.

Mid-year projections for 1989 call for network television to increase 1% to $9.3 billion, although Coen said the just-unfolding upfront marketplace might push 1989 numbers slightly higher. He cited reports of strong advertiser demand, especially in prime time.

Spot television revenue has been disappointing so far, said Coen, and in the first four months of the year has increased by 3%. But there are some signs, he said, that softness in the spot marketplace is "disappearing" and he added that since the current slowdown began in the latter part of 1988, comparisons should become easier as the year progresses.

Cable television advertising is expected to end just under $1.2 billion, a 25% increase, or 5% higher than Coen said he thought at the beginning of the year. Syndication revenue is expected to increase by a similar percentage, to just over $1.1 billion. Both cable and syndication revenue, he said, is still being driven by rapidly expanding inventory and higher audience delivery.

Coen also ventured a preliminary prediction for 1990 saying that total U.S. advertising expenditures would be up by a similar 6.9% increase. He noted that spending in many other developed countries was advancing well ahead of inflation. □